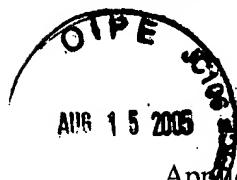




AUG 15 2005

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PATENT



AUG 15 2005

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants	:	William P. Price et al.	Group Art Unit 2611
Appl. No.	:	09/773,940	
Filed	:	January 31, 2001	
For	:	SYSTEM AND METHOD FOR SELECTING CONTENT TO BE PRESENTED TO A USER	
Examiner	:	Ngoc K. Vu	

**AMENDMENT AND RESPONSE TO JUNE 22, 2005 FINAL OFFICE ACTION**

Mail Stop AF  
U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the June 22, 2005 Final Office Action, Applicants request the Examiner to reconsider the above-identified patent application in view of the following amendments and remarks.

**Amendments to the Claims:** Begin on page 2 of this Response.

**Remarks:** Begin on page 7 of this Response.

08/16/2005 EAREGAY1 00000084 09773940

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